Heroes of Pymoli

Observations:

Studying citi\_ride, ride\_Data provided using python panda, numpy and matplotlib we were able to conclude following observation and trends:

1. Looking at Bubble plot we can see that Urban riders are willing take pyber(cab rides) more often than any other city types but for shorter distances resulting in lower than avg fare when compared to Suburban and Rural city types. This poses opportunity and threat in urban area for pyber as competitor can come in with lower fares and saturate the market and in order to compete effectively pyber will need to retain the current number of drivers or they can move over to competitor. So any chance of competitor and put downward pressure on revenues of Pyber.
2. Looking at pie chart one thing that pops out is the concentration of business in one area which is Urban for Pyber. This shows their key market, but company again need to think ahead and be ready to take downward pressure for competitors. Company has opportunities in Suburban and Rural areas to capture greater market share. Just to hedge against the uncertainty Pyber should provide extra incentive for drivers in Rural and Suburban areas so drivers remain with Pyber and new ones prefer to opt in with Pyber instead of joining competitors as they seem to be scarce in these city types.
3. Over all Pyber has great traffic as far as customers are concerned but it will need to do more to gain larger market share outside suburban areas, we must also perform similar exercise for competitor’s business in order to come up with viable and robust business strategy for Pyber.
4. Age demographics also indicate that this is not played by teenager or by older groups but its played mostly by young professionals/ new graduates as Age demographics indicate that majority of business to this game came from age group 20-24. Which again provides upwards or downwards movability to increase market share in growing app-based games.
5. Females tend to spend more than males on games/in app purchases which point us and provides us boost to investigate creating more gender neutral and female enticing games and in app purchases as they are more prone to spend more on given game when compared to male or other non-disclosed participants.
6. Most profitable items coincide for most part with most popular games but there are some that are very profitable but not necessarily popular. Team should focus on developing more diverse marketing strategies giving boost to profitable games and also entice customers to try newer games if they are continuously purchasing most popular list of games.